

ABSTRACT

An ink jet printer has a line head having heating elements (121d) for ejecting ink droplets from nozzles, in which the plurality of heating elements (121d) are arrayed in a direction substantially perpendicular to the paper feed direction. In the line head, the plurality of heating elements (121d) are divided into a plurality of blocks, with each block consisting of a predetermined number of spatially arrayed heating elements of the plurality of heating elements (121d) corresponding to the plurality of nozzles, and a phase signal PH is sequentially supplied to a set of heating elements (121d) simultaneously driven over the respective blocks, thus sequentially driving the respective heating elements (121d) by each set as a unit in a time-divisional manner. Thus, the ink jet printer can reduce the positional shift of dots on the paper and can reduce the instantaneous maximum dissipation power in time-division drive.